

# SPONSORSHIP PROPOSAL 2027



→ THE HAGUE 19-23 APRIL



**IHE**<sup>®</sup> | **CONNECTATHON**<sup>®</sup>WEEK  
EUROPE | THE HAGUE  APRIL 19-23 2027

# IHE-EUROPE CONNECTATHON WEEK HIGHLIGHTS

**900+**

Digital Health  
Professionals

**75+**

Healthcare  
systems to  
test

**65+**

Industry leading  
companies

**20+**

Countries represented  
(from 5 continents)

The IHE-Europe Connectathon Week represents a broader value proposition, encompassing not only the activity on the floor but also the several side events and delegations.



Example of the IHE-Europe Connectathon Week 2026

# A DIGITAL HEALTH ECOSYSTEM

## FORMAL TESTING



## CONNECTATHON



Sponsor the formal and internationally recognised testing experience and put your company, solutions and expertise in the spotlight.

## EDUCATIONAL TESTING



## PLUGATHON



Sponsor the event that brings innovators together to learn, experiment, and connect, driving interoperability to the next level.

## CONFERENCE



## EXPERIENCE DAYS



Sponsor our Experience Days to showcase your company to healthcare professionals and policymakers shaping EU's digital health future.

# SPONSORSHIP CONNECTATHON FLOOR\*

Specifically tailored for the IHE-Europe Connectathon floor



## Gold

20.000€



Showcase your brand with **logo placement** on the event webpage and on banners at the entrance and on the main CAT Floor

Reach every attendee with your **logo in the official paperbook and a flyer in the marketing kit**

**Take the stage at the IHE Connectathon Floor Opening session**

Host key clients with a **1-day pass** to our dedicated private space

Reward your network with **four** complimentary VIP Tour and Plugathon tickets for clients and staff



## Silver

10.000€



Showcase your brand with **logo placement** on the event webpage and on banners at the entrance and on the main CAT Floor

Reach every attendee with your **logo in the official paperbook and a flyer in the marketing kit**

Host key clients with a **1-day pass** to our dedicated private space

Reward your network with **two** complimentary VIP Tour and Plugathon tickets for clients and staff

Each pass holds a commercial value of €2,800

- Vendors participating in the IHE-Europe Connectathon 2027 are not eligible to sponsor the Connectathon itself. However, sponsorship opportunities are fully open and encouraged for the IHE Plugathon events and Experience Days.

Specifically tailored for the IHE Plugathon tracks organized during the week



12.000€

Take the stage with an **exclusive speaking slot** during the official IHE Plugathon program

Host key clients with a **1-day pass** to our dedicated private space

Reward your network with **two** VIP Tour and Plugathon tickets for clients and staff



6.000€

Showcase your brand **with logo placement** on the event webpage, on-site banner and IHE Plugathon Educational Session slides **for one IHE Plugathon track**

Take the stage with an **exclusive speaking slot** during the official IHE Plugathon program

Host key clients with a **half-day pass** to our dedicated private space

Reward your network with **two** VIP Tour and Plugathon tickets for clients and staff



2.500€

Showcase your brand **with logo placement** on the event webpage, on-site banner and IHE Plugathon Educational Session slides **for one IHE Plugathon track**

Reward your network with **two** VIP Tour and Plugathon tickets for clients and staff

# SPONSORSHIP EXPERIENCE DAYS

Specifically tailored for the IHE-Europe Experience Days  
Conference organized during the week



## Gold

6.000€



Showcase your brand with **logo placement** on the event webpage, emails sent to participants, and on-site banners

Additional logo showcase on the printed **programme** and introductory **slides** displayed before session start & during breaks

Take the stage with an **exclusive speaking slot** during the Experience Days

Reward your network with **2 Experience Days passes**



## Silver

4.000€



Showcase your brand with **logo placement** on the event webpage, emails sent to participants, and on-site banners

Additional logo showcase on the printed **programme** and introductory **slides** displayed before session start & during breaks

Reward your network with 1 **Experience Days pass**



## Bronze

2.000€



Showcase your brand with **logo placement** on the event webpage, emails sent to participants, and on-site banners

Additional logo showcase on the printed **programme** and introductory **slides** displayed before session start & during breaks

# HIGHLIGHTS

## CONNECTATHON FLOOR



**250+**

eHealth  
Engineers



**2000+**

Test runs



**60+**

Participating  
Companies



**5**

Testing  
Days



**20+**

Countries

## PLUGATHON



**100+**

eHealth  
Experts



**4**

Tracks



**20+**

Participating  
organisations



**2+**

EU Projects  
involvement



**40%**

Authorities &  
universities

## EXPERIENCE DAYS



**200+**

Digital Health  
Professionals



**50+**

Speakers



**60+**

Organisations



**33%**

Vendors



**40%**

National  
authorities



# CONTACT



For the IHE Connectathon and IHE Plugathon Tracks  
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For the IHE-Europe Experience Days conference  
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